



Board Report

File #: 2019-0607, File Type: Contract

Agenda Number: 46.

EXECUTIVE MANAGEMENT COMMITTEE OCTOBER 17, 2019

SUBJECT: OUTSIDE PRINTING SERVICES BENCH

ACTION: AWARD CONTRACTS

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to:

- A. AWARD five-year, task order-based, bench Contract Nos. PS63216000 and PS63216001 to the following firms, to provide outside printing services, for an aggregate not-to-exceed amount of \$2,500,000, effective November 1, 2019, subject to resolution of protest(s), if any;
1. PS63216000 Fusion Media
 2. PS63216001 Pacific Graphics; and
- B. EXECUTE individual task orders under these Contracts for outside printing services for an aggregate not-to-exceed amount of \$2,500,000.

ISSUE

Metro has a recurring need for outside printing services whenever production requirements exceed in-house resources and capacity, such as during Division shake-ups and grand opening of projects, and to handle other complex printing jobs and time-sensitive materials. Printed materials include specialty items such as maps, posters, artwork, direct-mailers and other literature essential to the execution of Metro's mission.

Award of these contracts does not obligate any funds and it establishes a bench of qualified printing vendors that can readily provide printing services on an as-needed basis.

DISCUSSION

Metro's in-house Print Shop produces all bus and rail timetables, bus cards, brochures, and other customer communication materials. At peak times such as Division shake-ups, and/or when the volume, complexity and time-sensitivity of print jobs are beyond the internal capacity of the Print Shop's equipment and personnel, outside printing services are requested to meet the agency's

needs. An outside printing services bench is needed for Metro to have access to outside printing services for emergency and overflow printing needs in support of Metro's projects and initiatives.

DETERMINATION OF SAFETY IMPACT

This program does not affect the incidence of injuries or healthful conditions for patrons or employees. Therefore, approval of this request will have no impact on safety.

FINANCIAL IMPACT

The funding of \$300,000 for outside printing services is included in the FY20 budget in cost center 7140, Customer Communications, line 50316, under project number 100001 (General Overhead), 300066 (Rail Ops Expo), and 306005 (Public Affairs). Since these are multi-year contracts, the cost center manager and Executive Officer will be responsible for budgeting the cost in future years. In FY19, \$375,000 was expended on this line item. Funding is also furnished by various departments that charge to the bench contract. Examples are, but not limited to, Safety, Construction, OMB, Operations, and Metro Art. There are new rail line openings scheduled in the next couple of years and funding will be needed to cover additional print costs that are always associated with these events.

ALTERNATIVES CONSIDERED

The Board may decline to approve the award of bench contracts and instead expand Metro's internal printing capacity to handle agency printing requirements in-house. This is not recommended because this requires the purchase of limited-use equipment and hiring of additional staff to operate the equipment, which may not be cost-effective.

NEXT STEPS

Upon Board approval, staff will execute these outside printing services bench contracts, effective November 1, 2019, and work will be competed as needed on a task order basis.

ATTACHMENTS

Attachment A - Procurement Summary
Attachment B - DEOD Summary

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Phillip A. Washington
Chief Executive Officer

PROCUREMENT SUMMARY

OUTSIDE PRINTING SERVICES BENCH / PS63216000 and PS63216001

1.	Contract Numbers: PS63216000 and PS63216001	
2.	Recommended Vendors: Fusion Media and Pacific Graphics	
3.	Type of Procurement (check one): <input type="checkbox"/> RFP <input checked="" type="checkbox"/> IFB <input type="checkbox"/> IFB–A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: June 6, 2019	
	B. Advertised/Publicized June 12, 2019	
	C. Pre-bid Conference: June 19, 2019	
	D. Bids Due: July 10, 2019	
	E. Pre-Qualification Completed: August 8, 2019	
	F. Conflict of Interest Form Submitted to Ethics: July 30, 2019	
	G. Protest Period End Date: September 23, 2019	
5.	Solicitations Picked up/Downloaded: 15	Bids Received: 4
6.	Contract Administrator: Antwaun Boykin	Telephone Number: (213) 922-1056
7.	Project Manager: Robert Hartert	Telephone Number: (213) 418- 3206

A. Procurement Background

This Board Action is to approve the Bench Contract Nos. PS63216000 and PS63216001 in support of the Metro Print Shop for a five-year term. These services will be performed on an “as-needed” basis for which task orders will be issued. Board approval of contract awards are subject to resolution of any properly submitted protest(s).

Invitation for Bids (IFB) No. PS63216 was issued in the Small Business Enterprise Set-Aside Program in accordance with Metro’s Acquisition Policy and the contract type is task-order based, as-needed.

Three amendments were issued during the solicitation phase of this IFB:

- Amendment No. 1, issued on June 20, 2019 provided documents from the pre-bid conference;
- Amendment No. 2, issued on July 1, 2019 revised Schedule of Quantities and Prices Form – Item No. 4 Bid;
- Amendment No. 3, issued on July 3, 2019 extended the bid due date

A pre-bid conference was held on June 19, 2019 and was attended by three participants representing three firms. Five questions were received, and Metro provided responses prior to the bid due date.

B. Evaluation of Bids

A total of four bids were received on July 10, 2019 from firms listed below in alphabetical order:

1. Bash Boy Enterprises
2. Fusion Media
3. Pacific Graphics
4. Peaks and Associates

Two of the four firms are being recommended for the bench contracts. Both Bash Boy Enterprises and Peaks and Associates failed to meet the Small Business Enterprise Commercially Useful Function (CUF) requirement as stated in the IFB.

C. Price Analysis

Each individual task order will be competed among the recommended contractors and will comply with all requirements of Metro's Acquisition Policy and the terms and conditions of these Contracts. The contractors will bid according to the requirements of the task order, and independent cost estimate, technical evaluation, and cost/price analysis will be performed, as appropriate, on all task orders issued.

D. Background on Recommended Contractors

Fusion Media

Based in Fullerton, California, Fusion Media provides streamlined solutions for printing, fulfillment, electronic media, web service and mailing services. Fusion Media has over 5 years of print, bindery, paper and prepress experience and manages all levels of projects including budgeting, materials, production, distribution and administration. Fusion Media has provided outside printing services to Metro since 2014 and performance has been satisfactory.

Pacific Graphics International

Founded in 1989 and headquartered in the City of Industry, California, Pacific Graphics International (PGI) is a commercial lithographic offset and digital printing, mailing, fulfillment and distribution and distribution service company. Its clients include Southern California Edison, Orange County Transportation Authority, City of Santa Monica – The Big Blue Bus, City of Chino Hills, City of Pico Rivera, US Government Printing Office, Choice Hotels, Marriott Hotels and other corporations and government agencies including Metro. PGI has been an outside printing services provider of Metro since 2000 and performance has been satisfactory.

DEOD SUMMARY

**OUTSIDE PRINTING SERVICES/ PS63216002
PS63216003**

A. Small Business Participation

Pursuant to Metro's Board-approved policy, competitive acquisitions with three or more Small Business Enterprise (SBE) certified firms within the specified North American Industry Classification System (NAICS) as identified for the project scope shall constitute a Small Business Set-Aside procurement. Accordingly, the Contract Administrator advanced the solicitation, including posting the solicitation on Metro's website, advertising, and notifying certified small businesses as identified by NAICS code(s) that this solicitation was open to **SBE Certified Small Businesses Only**.

Both bench participants are SBE Primes and have committed to perform 30% or more of the work with their own workforces. Work throughout these Contracts will be issued on a task order basis, as needed.

SMALL BUSINESS PRIME (SET-ASIDE)

	SBE Primes	SBE % Committed
	Fusion Media	30%
	Total Commitment	30%

	SBE Primes	SBE % Committed
	Pacific Graphics	100%
	Total Commitment	100%

B. Living/Prevailing Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy is not applicable to this contract.

C. Prevailing Wage Applicability

Prevailing wage is not applicable to this contract.

D. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. Project Labor Agreement/Construction Careers Policy is applicable only to

construction contracts that have a construction contract value in excess of \$2.5 million.